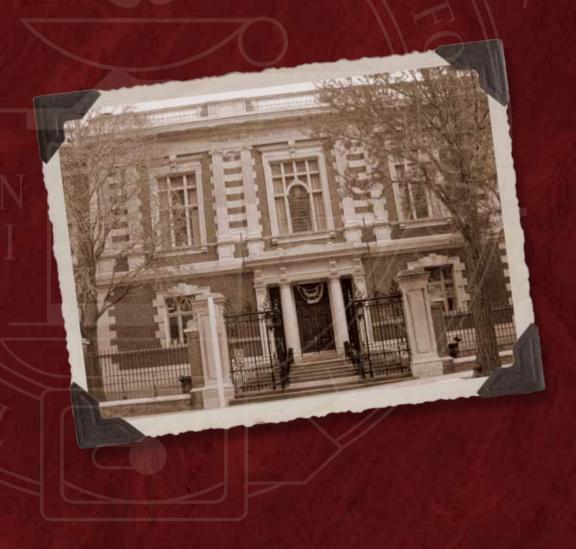
# ANNUAL REPORT 2008 - 2009





The College of Physicians of Philadelphia

BIRTHPLACE OF AMERICAN MEDICINESM

# FROM THE PRESIDENT AND THE DIRECTOR & CEO



The relevance of The College of Physicians of Philadelphia's historical medical collections and public health programs has never been more apparent as reflected by recordbreaking visitation at the Mütter Museum, at our free lectures and online at PhillyHealth-Info.org. Increased participation by our Fellows in the multiple activities of the College

has helped enliven this wonderful institution.

Although we are not immune to the ongoing recession and turmoil in the financial markets, the College has done reasonably well this past fiscal year. While our investments are down, through prudent spending and increased revenue, we did not use our credit line in FY09 and continued to operate in a prudent manner.

Thank you for helping us meet the challenge as more and more organizations and citizens turn to us for vetted information and culturally "alive" activities. Because of your support, we continue "To Advance the Cause of Health while Upholding the Ideals and Heritage of Medicine" after 223 years.



Lave C. Sunder

Paul C. Brucker, MD President (FY2009 – FY2010) George M. Wohlreich, MD Director & Chief Executive Officer, The Thomas W. Langfitt Chair

#### ABOUT THE COLLEGE

Concentrating on the examination of medicine, healthcare and medical ethics in broad social contexts, The College of Physicians of Philadelphia is a repository for the history of medicine, an active forum for critical debate, and an interpreter and disseminator of information to legislators, policymakers, industry, and the general public.

The College of Physicians was established in 1787 by a group of medical doctors who wished to share their experiences and, thereby, "to advance the science of medicine and thereby lessen human misery." Today, the College has evolved into a non-profit educational and cultural institution dedicated to advancing the cause of health while upholding the ideals and heritage of medicine.

The College's principal programs include the F.C. Wood Institute for the History of Medicine, which incorporates scholarly programs, the Historical Medical Library, and the Mütter Museum of human anatomy, medical anomalies and medical practice. Additionally, the College's public health outreach programs include PhillyHealthInfo.org, and an extensive series of free lectures and conferences that engage the diverse communities the College serves. Each program of the College utilizes our assets and supports objectives that fulfill our goals of education and community service.

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PRESIDENTIAL ADVISOR
C. Everett Koop, MD, ScD

\*Deceased

# 2008 YEAR IN REVIEW 2009

#### JULY

Paul C. Brucker, MD, begins two-year term as President on July 1.

The Vonnoh portrait of Dr. S. Weir Mitchell is loaned to Philadelphia Museum of Art.

#### **SEPTEMBER**

PhillyHealthInfo.org leads the region's flu awareness campaign.

The museum's new exhibit,
"Devouring Element:
Lead's Impact on Health"
co-sponsored by PhillyHealthInfo.org
and the City of Philadelphia's
Department of Health opens.

New College Section: Medicine, Ethics and the Law is launched.

#### **OCTOBER**

The College's building turns 100 and is designated Philadelphia's newest National Historic Landmark.

Wood Institute travel grants re-instituted.

New enhanced "microsite" Recovery Philadelphia for mental health and addictions debuts on PhillyHealthInfo.org.

> Over 200 attend free program "How to Understand a National Healthcare Proposal".

#### **NOVEMBER**

College receives first major financial commitment for virtual Museum on the History of Vaccines.

Section on Medicine and the Arts presents "Not God: A Play in Verse" documenting one woman's encounter with cancer through staged poetic dialogues with her doctor.

PhillyHealthInfo.org teaches 330 students about online health literacy during month of November.

#### **DECEMBER**

A selection of photos from the Mütter Museum book is the #1 most popular pictorial attraction on Newsweek.com for 2008.



















#### **JANUARY**

Mütter Museum turns 150 in grand style with a lively Victorian dinner followed by a disco dance extravaganza.

The Historical Medical Library is awarded a planning grant for strategic planning.

#### **FEBRUARY**

PhillyHealthInfo.org's Annual Red Wine & Dark Chocolate -event held on February 13. Over 145 guests learn the health benefits of "a little sin."

February 14 is busiest day of the month for the Museum (776 visitors).

#### MARCH

College receives approval to be an Act 48 provider, allowing Pennsylvania teachers to receive professional development credits for Museum Education workshops.

Section on Medical History presents "Something Borrowed, Something Blue: The Strange History of America's First Sex Manual."

#### **APRIL**

PhillyHealthInfo.org is primary sponsor of Radio One's Take a Loved One to the Doctor event.
Three local stations broadcast live from the College for 12 hours.

First-ever, jointly offered (6 Philadelphia universities) masters level history of public health course at the College, sponsored by the Section on Public Health.

#### MAY

New portrait of former museum director Gretchen Worden (1947-2004) installed in Worden Gallery.

#### JUNE

United States Senator Bob Casey (D, PA) holds a community roundtable at the College to discuss healthcare reform.

Announcement of the Karabots
Junior Fellows Program to
open doors for under-resourced
students interested in
the healthcare professions.

## ABOUT THE FELLOWSHIP

The College motto, *Non sibi sed toti* or "Not for oneself, but for all" succinctly exemplifies the spirit of Fellowship. Elected Fellows have established one of the world's finest medical libraries, an unrivaled medical museum and eventually, the National Historic Landmark where we meet today. The participation of the Fellowship is instrumental to all activities and programs at the College.

#### WELCOME NEW FELLOWS

The College extends a warm welcome to all of the new Fellows elected during the past year:

Kelly B. Abramson, RN, MSN
Donna L. Antonucci, MD
Janice P. Burke, PhD
Christine K. Cassel, MD
Debra S. Copit, MD
John A. Daller, MD, PhD
Mary Anne Delaney, MD
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Vivian Wasmuht-Perroud, DMD
Jeffrey S. Yablon, MD

# Celebrating 150 Years - Mütter Museum

#### SPOTLIGHT:

#### OUR HISTORICAL COLLECTIONS CONTINUE TO INFORM



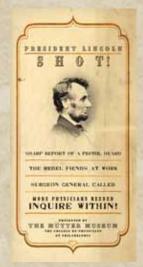
The College participated in Lincoln 200 events with an exhibit that featured historical medical instruments, specimens and books to illustrate how the fatally-wounded President would have received first aid, and how his autopsy would have been conducted.

We are seeking funding for a new permanent exhibition to launch in spring 2013, a year which marks the 150th anniversaries of both

the battle of Gettysburg and the opening of the Mütter Museum. This exhibit will tell the story of Civil War-era medical care in the context of Philadelphia as

a center of medical culture. The College's collections are especially rich as many of our Fellows performed key roles during the Civil War including Henry Hollingsworth Smith, S. Weir Mitchell, John Neill, and William Fisher Norris.

As Robert D. Hicks, PhD, Director of the Mütter Museum & Historical Medical Library explains, the Mütter's collection of extensively documented U.S. Civil War wounds still informs contemporary medicine: "Civil War injuries were quite traumatic. Minie balls, the huge lead bullets used back then, took away large areas of tissue and bone." Homemade weapons used in recent warfare are producing similar injuries, causing today's battlefield surgeons to take a closer look at historic Civil War injuries.



#### IN MEMORIAM

The College is saddened to report the passing of the following distinguished Fellows and special Friends of the College. We extend our deepest sympathy to their families.

Henry Abrams, MD, F'83 Samuel Baer, MD, F'58 Alexander G. Bearn, MD, F'98 Mark H. Beers, MD, F'07 Whitfield J. Bell, Jr., PhD, HF'67 Mrs. Elisabeth C. Booth Robert E. Booth, Sr., MD, F'76 Patricia F. Borns, MD, F'80 John R. Brobeck, MD, F'53 Mrs. John R. Brobeck John P. Decker, MD, F'57 John M. Dolphin, MD, F'69 Lawrence K. Epple, Jr., MD, F'92 Gunter R. Haase, MD, F'69 William I. Heine, MD, F'65 Charles M. Helsel, MD, F'85 John Stone, MD, F'06 Daniel J. Hilferty, Jr., MD, F'61 Harry J. Hurley, MD, F'74

Eugene A. Jaeger, MD, F'85 Bernett L. Johnson, Jr., MD, F'84 Leo Madow, MD, F'57 Luigi Mastroianni, Jr., MD, F'66 Helen P. Nemir Charles M. Norris, MD, F'54 Constantine N. Papadakis, PhD, F'00 Justin L. Parr, MD, F'73 Henry P. Pendergrass, MD, MPH, F'04 Edmond Preston, III, MD, F'79 John P. Pryor, MD, F'04 Robert A. Rodgers, Jr., MD, F'69 Truman G. Schnabel, MD, F'58 Norman G. Schneeberg, MD, F'76 Walter B. Shelley, MD, PhD, F'54 Jules Silver, VMD, F'00 Vaughan P. Simmons, MD, F'61

Jay Spiegelman, MD, F'61

Fellows and Friends of the College are invited to honor or remember loved one and colleagues through gifts to The College of Physicians of Philadelphia. For more information, please contact the Development Office at (215) 563-3737 ext. 259, or visit www.collegeofphysicians.org to make a contribution. The College will be pleased to inform honorees and/or families of your generous gift.

# Advancing the cause of health while upholding the ideals and heritage of medicine

College expands no smoking



policy to all grounds including garden in 2008



11 countries represented among

our library patrons this year, including Tunisia, Japan, Belgium and Finland



# SPOTLIGHT: HEALTHCARE DURING THE RECESSION

In response to the increasing number of uninsured and financially struggling citizens, **PhillyHealthInfo.org**, the College's free consumer health resource, created a "Recession Healthcare Toolkit" page to connect individuals with hundreds of low cost health resources in the community, including free clinics, health screenings and reduced-cost medication programs.

In March, over 400 people registered for our free program ""I'm Just Sick About It: The Economic Crisis and Its Impact on the Health and Health Care of Greater Philadelphia." The brown-bag lunch program was held in Mitchell Hall with a simulcast in adjoining Ashhurst Hall.

#### "I don't feel so alone."

PhillyHealthInfo.org partners with local organizations to provide free trainings to increase access to health information and community services. One frustrated parent expressed her feelings of isolation – "no one wants to hear about your disabled child" – at a recent training. After finding a free online support group on PhillyHealthInfo.org that connected her to other parents facing similar problems, she said, "I don't feel so alone!"

100,000 online visitors to
PhillyHealthInfo.org
this past year;
Over 1,700 individuals are
receiving weekly email alerts

#### SPOTLIGHT: SCANNING SKULLS FOR NEW CLUES



The Mütter Museum began collaborating this past year with the University of Pennsylvania on a skull CAT scanning project. The scanning of the Hyrtl skulls augments the thousands of human and animal skeletons scanned at Penn, as well as collections from Columbia University and the American Museum of Natural History.

The Hyrtl skull collection is unique because it consists of skulls from a well-documented, known population from a specific time period and loca-

tion. A wide array of ages, ethnicities and social backgrounds, and range of causes of death are represented in the collection.

As a result of the significant increase in visitor traffic over the years, the skulls are becoming damaged due to vibrations and unstable display mounts. Scanning the Hyrtl collection will allow virtual access to skeletal specimen data, and prevent further damage to the

skulls. Additionally, we plan to have the skull mounts assessed by a conservator who will provide recommendations to address the stability of the specimens and help us to keep this highly popular collection on permanent display.

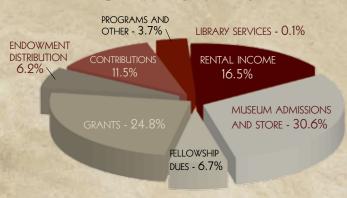
900 wet specimens conserved

# FINANCIAL PROFILE

	FY2009*	FY2008
REVENUES, GAINS AND OTHER SUPPORT	(7/1/08 - 6/30/09)	(7/1/07 - 6/30/08)
DONATIONS AND CONTRIBUTIONS	\$1,729,007	\$1,783,480
INVESTMENTS	(\$2,141,425)	(\$925,999)
MUSEUM ADMISSIONS AND STORE	\$1,229,854	\$1,098,574
RENTAL AND OTHER INCOME	\$ 817,269	\$ 609,961
TOTAL:	\$1,634,705	\$2,566,016

<sup>\*</sup>FY09 totals are based on unaudited figures.

#### OPERATING REVENUE

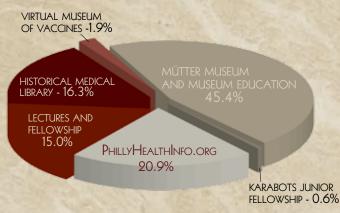


18% increase
 in visitors to
 PhillyHealthInfo.org

- 8% increase in museum attendance
- only 1.86% of
  5% endowment
  spending allowance
  withdrawn in FY09
- 11% new annual fund donors

FY2009\* FY2008 **OPERATING EXPENSES** (7/1/08 - 6/30/09)(7/1/07 - 6/30/08)\$2,273,847 \$1,784,342 **PROGRAMS** \$ 882,235 MANAGEMENT AND GENERAL 951,147 \$ 200,135 \$ 193,857 **FACILITIES RENTAL** DEVELOPMENT AND MARKETING \$ 268,329 \$ 265,118 TOTAL: \$3,693,458 \$3,125,552 \*FY09 totals are based on unaudited figures.

#### PROGRAM EXPENSES



# HAVE YOU PROVIDED FOR THE COLLEGE IN YOUR WILL?

The 1787 Society has been established to celebrate the legacy of the College and to honor all of the participants in our Planned Giving Program. For additional information about planned gifts to the college, contact the Development Office at (215) 563-3737, ext. 259.

CHANGE IN NET ASSETS

NET ASSETS — BEGINNING OF YEAR NET ASSETS — END OF PERIOD (\$2,058,753) \$17,783,700

(\$559,536)

\$17,783,700 \$18,343,235 \$15,724,947 \$17,783,699

### THANK YOU

The College of Physicians of Philadelphia gratefully acknowledges the generosity of our many supporters who have made the past year such a success, including those whose cumulative giving was \$500 or more (between July 1, 2008 and June 30, 2009).

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Henry W. J. Weisman, MD

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\*Deceased

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The College would like to extend our sincerest thanks to all of the volunteers, docents, and interns:

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The College is grateful to the staff members who contributed to our success in Fiscal Year 2009.\*
\*Represents regular staff members of the College as of June 30, 2009

George M. Wohlreich, MD, Director and Chief Executive Officer, The Thomas W. Langfitt Chair

Asha Baldon, Outreach Coordinator

J Nathan Bazzel, Director of Communications

Krystal Brockenbrough, Fellowship and Donor Relations Coordinator

Jacqui Bowman, Director, Karabots Junior Fellows Program

Tara Caton, Museum Associate

Anna Dhody, Curator, Mütter Museum

Marcy Engleman, Museum Educator

Ellen Freda, Director of Development

Marie Fury, Visitor Services Supervisor

Megan Gibes, Museum Associate

Jonathan Goff, Website Manager, PhillyHealthInfo.org

Michell Henley, Museum Associate

Robert Hicks, Director of Mütter Museum, Historical Library & William Measey Chair for the History of Medicine Andrea Kenyon, Katharine A. Shaw Director of Public & Community Outreach; Director, PhillyHealthInfo.org

Sharon Lutes, Services Clerk

Joan McKenzie, Technical Services Librarian

Antonia Oberthaler, Director of Programs and Internal Services

Meredith Quick, Chief Financial Officer

Paul Reilly, Museum Associate

Elizabeth Savitz, Facilties Rental Manager

Sofie Sereda, Public Services Administrative Assistant

Jack Smith, Accounts Manager

Emily Snedden, Museum Associate

Doris Werner, Fellowship Administrator

Christine Williams, Executive Assistant

Karie Youngdahl, Project Director, Virtual Museum of Vaccines

Brandon Zimmerman, Administrative Coordinator and Designer, Mütter Museum

CATERING ABY DESIGN

College events exclusively catered by: Catering By Design, www.eventsatcpp.org

Busiest day at the Mütter:

August 25, 2008:

882 visitors